REMARKS:

In the outstanding Office Action, claims 1-22 were rejected. Claims 1-20 are cancelled without prejudice. Thus, claims 21 and 22 are pending and under consideration. No new matter has been added. The rejections are traversed below.

REJECTION UNDER 35 U.S.C. §103(a):

Claims 1-22 were rejected under 35 U.S.C. §103(a) as being unpatentable over 6,625,581 ('581) in view of 6,055,573 ('573). Claims 1-20 are cancelled herein.

'581 discusses collecting product related information so that a consumer is able to retrieve a particular product information. The collected product information pertaining to a product is accessed by entering the registered product's product description into an Internet browser (see, column 6, lines 25-34 of '581). However, the '581 system requires that consumers access the consumer product-related information by entering information regarding the user-owned products, such as UPC numbers (see, column 7, lines 7-11 of '581). That is, a consumer using the '581 system is burdened with the task of entering information regarding a user-owned products each time the consumer wishes to have one or more of various services provided by a manufacture(s) of the user-owned product.

'573 discusses assigning a customer identification (CID) identifying a particular consumer for collecting, storing and classifying purchase information of the customer into one or more purchase behavior classifications (see, column 5, lines 44-47 and column 5, line 67 through column 6, line 4 of '573). Then, targeted advertisements are electronically delivered to consumers (see, column 10, lines 16-34 of '573). This means that '573 is limited to targeted advertising based on a consumer's purchase history.

The present invention is advantageous over '581 and '573 because a user is prompted to register information about user-owned products such that the user is not burdened with inputting information about a particular user owned product each time the user wishes to have one or more of various services provided by the manufacturers. For example, a list of user-owned products is displayed on a first screen after login to allow the user to conveniently indicate a particular user-owned product from the list that requires a service, and the service the user wishes to have from a manufacturer.

Independent claim 21 recites, "extracting, in response to incoming of log-in information from a user via said electronic network, user-owned product information of said user..." and "displaying a list of user-owned products of said user via said electronic network based on said extracted user-owned product information in a form of a screen prompting said user to select a processing and a user-owned product to be processed", where processing directed to a manufacturer of the selected user-owned product is "based on user's selection of said processing and said user-owned product".

Independent claim 22 recites, "linking user information input while selecting a user-owned product to be processed with stored product information" and "providing the user with product information related to the user-owned product and providing a manufacturer of the user-owned product with user information based on the linkage".

The combination of '581 and '573 does not teach or suggest, "displaying a list of user-owned products of said user via said electronic network based on said extracted user-owned product information in a form of a screen prompting said user to select a processing and a user-owned product to be processed" ", where processing directed to a manufacturer of the selected user-owned product is "based on user's selection of said processing and said user-owned product", as recited in claim 21.

Further, the combination of '581 and '573 does not teach or suggest, "linking user information input while selecting a user-owned product to be processed with stored product information" and "providing the user with product information related to the user-owned product and providing a manufacturer of the user-owned product with user information based on the linkage", as recited in claim 22.

Therefore, withdrawal of the rejection is respectfully requested.

CONCLUSION:

In accordance, claims 1-20 have been cancelled without prejudice. Thus, claims 21 and 22 are pending for which consideration is respectfully requested.

There being no further outstanding objections or rejections, it is submitted that the application is in condition for allowance. An early action to that effect is courteously solicited.

Finally, if there are any formal matters remaining after this response, the Examiner is requested to telephone the undersigned to attend to these matters.
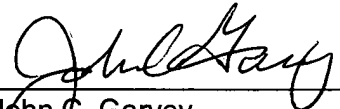
If there are any additional fees associated with filing of this Amendment, please charge the same to our Deposit Account No. 19-3935.

Respectfully submitted,

STAAS & HALSEY LLP

Date: _____2-28-05_____   By: _____

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